

**STATE BOARD OF COMMUNITY COLLEGES**  
**Catawba Valley Community College Request for Multi-Campus Center Approval**  
**FY 2017-18**

**Request:** Catawba Valley Community College (CVCC) requests that the State Board provide preliminary approval to designate its Alexander County Campus location as a multi-campus center (MCC). When granting preliminary approval, the State Board agrees to include funding (approximately \$550,000) for this location in its 2018 budget requests submitted to the Office of State Budget and Management. Final State Board approval is contingent on the General Assembly appropriating additional MCC funds for the location.

**Background:** CVCC was established in Catawba County in 1958 and welcomed its first 77 students in 1960. The college now operates in a service area that includes Catawba and Alexander counties in the foothills of western North Carolina. Demand for classes grew in both counties, and by the 1980's the college was offering training and education in a series of locations in Alexander County in addition to its main campuses in Catawba County. In 2000, the State Board approved the Alexander Center for Education. That Center is housed in a 10,000 sq.-ft.-building on Industrial Drive in Taylorsville, NC.

By 2013, business and industry approached the College and Alexander County asking for an exponential expansion of the training offered in the county. Recognizing that the existing Center facility was operating at capacity, leaders implemented a plan that acquired a neighboring 30,000 square feet building that, now renovated as the Alexander Applied Technologies Center, houses the following mix of uses:

- Alexander County Furniture Academy and showroom
- The curriculum Welding Technology program equipped with a state-of-art welding laboratory and metallurgy laboratory
- Alexander County Early College High School
- General classroom space
- Computer laboratory
- Office space for the instructors, support services, and administration for the Alexander Early College High School

The Alexander Center for Education is now a two-building complex totaling roughly 40,000 square feet with an additional 20 acres of land that is prime for development. The site is approximately 21 miles from the main campus.

**Rationale:** Catawba Valley Community College provided the following justification to meet the nine criteria, established by the State Board at its January 17, 2014 meeting, for MCC designation.

**1. An adequate population base must exist to support the multi-campus operation.**

Alexander County is a vibrant and growing location in western North Carolina. With a population of 37,428 (2016, US Census Bureau), the county enjoys a thriving business climate dominated by manufacturing. The largest employers in the county include major furniture manufacturers such as Mitchell Gold + Bob Williams, Craftmaster Furniture, and Hancock and Moore, and heavy industries such as American Roller Bearing and Bethlehem Manufacturing. Even given a healthy population growth of nearly 11% in the first decade of the 21<sup>st</sup> century, employers are searching for candidates with the education and training necessary to meet their product demand, fueling continued growth.

Current employment trends indicate the continued need for the range of CVCC services (discussed in #2 below). More than 56% of employment in Alexander County is in the manufacturing and goods producing sectors. These sectors are increasingly automated, requiring skills taught at the Alexander Center.

**2. Programs and services provided are based on appropriate student demand and needs.**

CVCC offers a full range of services in Alexander County. The services offered consist of both curriculum and continuing education programming and include an array of support services to assist students during their educational journey, including:

Curriculum Programs

Welding Technology- Associate of Applied Science Degree

Early College High School- Associate of Arts & Associate of Science Transfer Degree

Business Administration- Associate of Applied Science Degree- beginning Fall 2018

Career and College Promise

Continuing Education Program

Alexander County Furniture Academy Occupational Extension

Community Service Small Business Seminars

Allied Health- Nursing Assistant (CNA) program Emergency Medical Technician

Employability classes

Basic Skills Program

High School Equivalency Preparation

English as a Second Language (ESL)

Compensatory Education (ABE)

High School Equivalency and Testing in the Alexander Correctional Institution

Student Service and Support

Student services and support are provided as needed, including:

- Admissions
- Financial Aid
- Placement Testing
- Career Planning

Community Meeting Space

Hosts 600+ meetings for local partners each fiscal year

The Alexander County Commissioners Board Room is housed in the Alexander Center.

**3. Programs and services provided through multi-campus centers comply with the *Criteria for Accreditation* of the Commission on Colleges of the Southern Association of Colleges and Schools.**

In a letter dated November 21, 2013, the Southern Association of Colleges and Schools Commission on College approved the Alexander Center site. Further, the Center is included in the scope of the current accreditation.

**4. Adequate county government maintenance and operation of physical plant support is available.**

Alexander County not only provides on-going maintenance, but it provides resources for expansion. The recently completed Alexander Center for Applied Technologies was purchased by the county (\$1.8 million), and the county invested as much as \$500,000 in the renovation. County personnel directed the renovations and served as project manager. The county now maintains the two buildings that make up the Alexander Center.

**5. An instructional program and services plan has been developed which includes appropriate details concerning program mix, staffing, and instructional support functions.**

Upon approval of the proposal for the CVCC- Alexander Center to receive Multi-Campus/Center funding, it is the desire of the administration and the academic leaders at CVCC to offer new programs and to enhance program and service offerings for Alexander County residents/students. Fortunately, CVCC leaders have done extensive long-term planning in regard to future programming of the Alexander Center. With additional funding, these plans can become a reality.

- a. Expand the offerings of College Transfer degree (Associate of Arts/Science) to include day and evening classes.
- b. Offer more evening classes with completion pathways for working adults in several Applied Science Degree Programs that will cater to the demand of the

region.

- c. Hire/relocate faculty associated with the degree programs offered at the Alexander Center to support students to establish "anchor" programs. The anchor programs will allow the Alexander Center to establish an identity which will be critical for marketing, program growth and future success.
- d. In response to recent growth trends in Alexander County, the following curriculum programs are being considered as "new" offerings in addition to the existing programs that were mentioned above:
  - 1. Associate of Applied Science- Business Administration
  - 2. Associate of Applied Science- Construction Management ( to include trades- electrical, HVAC, masonry) Note: Alexander Central High School currently has 400 students in CTE courses focused around the construction industry. The college already has a strong partnership with the high school in other areas and would like to expand that relationship.
  - 3. Associate of Applied Science – Horticulture
- e. In addition to the curriculum programs, CVCC intends to continually create workforce development (Continuing Education) solutions for Alexander County's diverse manufacturing population. The success of the Alexander Center Furniture Academy demonstrates CVCC's commitment to address workforce development needs in Alexander County. Through discussions with manufacturers outside of the furniture industry, there is a need for more advanced manufacturing training, which CVCC plans to offer. Possible training includes PLC programming/maintenance, industrial maintenance and mechatronics.
- f. Enhancement/Growth of all Adult Basic Skills programming, including OED, Adult High School, ABE and ESL.
- g. With additional funding, CVCC desires to establish a "one-stop" approach regarding student services. This will allow students to receive comprehensive services at the Alexander Center without having to travel to CVCC's Hickory campus.

**6. The multi-campus center does not have a negative impact on institutions in contiguous areas.**

There are three community colleges within 20 miles of the CVCC Alexander Center: Wilkes Community College, Caldwell Community College and Technical Institute, and Mitchell Community College. The programming that the Alexander Center currently offers is similar to the surrounding institutions. The Associate of Arts and Associate of Science degrees remain a staple at most NC community colleges. The Associate of Applied Science in Welding Technology is offered in a curriculum capacity at Wilkes Community College and Mitchell Community College, but is only offered in a continuing education capacity at Caldwell Community College and Technical Institute.

In the first semester of offering Welding Technology at the Alexander Center, enrollment reached an unduplicated headcount of 30 students, and 65% of these students resided in Alexander County. The immediate interest in Welding Technology is a clear indication of unmet demand in Alexander County. Currently, each of the surrounding institutions receive multi-campus/center funding. This allows each to offer a wider variety of classes/programming, the ability to market these programs, and provide full-time one-stop service for students. As stated above, with additional funding, CVCC will finally have the opportunity to offer expanded services and programming to the citizens of Alexander County.

Given the fact that all neighboring institutions in adjacent counties receive multi-campus/center funding, they have the ability to provide broader programming and services that has attracted Alexander County residents to seek education in other counties. According to recent data provided by the NCCCS Office, 153 Alexander County residents attend neighboring community colleges (Caldwell, Mitchell and Wilkes). A large percentage of these students are enrolled in programming that the CVCC-Alexander Center is currently offering (College Transfer).

Another interesting conclusion from recent data showed that over 300 students living in Alexander County are traveling to CVCC's Hickory campus for programming and services. A large percentage of the programming sought by Alexander County students are College Transfer, but more importantly, all students seeking curriculum classes must travel to CVCC's Hickory Campus. If CVCC is fortunate enough to be approved for multi-campus/center funding, it will be able to create the one-stop concept (mentioned above) to provide more comprehensive services to Alexander County students. In summary, the data shows that nearly 500 Alexander County residents are currently seeking community college education in neighboring counties.

**7. Students enrolled at a multi-campus location must be able to complete at least one associate degree at the campus that requests the multi-campus designation.**

Completion of the Associate of Applied Science- Welding Technology is available fully at the Alexander Center. The Associate of Arts and Associate of Science degrees are also fully available at the Alexander Center. Currently, Alexander Early College students are predominately pursuing the Associate of Arts/Science Transfer degrees at the Alexander Center. The transfer classes available are also being offered to the public.

**8. The duplication of instructional support and other cost expenses are justifiable from cost effectiveness and quality perspectives.**

CVCC intends to duplicate student services at the Alexander Center in a cost effective and high-quality manner. Human resources are identified internally as

knowledgeable and highly qualified to create and provide the one-stop student service/support concept at the Alexander Center. It is likely that if additional funding is received, CVCC can recruit/hire additional talent to assist in the effort of providing comprehensive service to Alexander County residents. All student services that will be offered at the Alexander Center will follow the established guidelines of CVCC's Hickory campus. The established procedures on the CVCC Hickory campus have a proven track record of providing high-quality service.

In terms of programming, CVCC provides the highest quality programming for its students. This commitment to quality is demonstrated in the most recent physical and programmatic expansion in the Applied Technology Center located on the Alexander site. The welding laboratory is equipped with state of the art machinery, including a robotic welder and comprehensive metallurgy laboratory. The Alexander Furniture Academy is designed to mimic a manufacturing facility and has top of the line sewing and upholstery equipment for students to learn to operate.

Along with equipment, CVCC will hire technically and academically qualified faculty that meet or exceed the standards established through our accreditation organization, the Southern Association of Colleges & Schools (SACSCOC).

9. **The multi-campus operation must enroll a minimum of 300 budget FTE.**

The data provided by CVCC includes a projection of FTE at the Alexander Center as well as the nearby prison. The FTE at the Alexander Center does not currently meet the minimum 300 budget FTE requirement and the prison FTE is not applicable to the Alexander Center. Therefore, the minimum 300 FTE has not yet been achieved.

**Staff Recommendation:** The North Carolina Community College System Office Staff recommends that this request be tabled until the Alexander Center location has achieved 300 budget FTE for instruction occurring at that location exclusive of the Alexander Correctional Institution. CVCC may submit an addendum to their October 2017 request to provide documentation of the 300 budget FTE.

**Contact:**

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